

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU



FORM

SA-51113A**2002 SERVICE ANNUAL SURVEY****BOOK PUBLISHERS****DUE
DATE** ➔

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

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T**RETURN COMPLETED FORM TO**

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST

(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1 SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in carrying out design, editing, and marketing activities necessary for producing and distributing books. These locations may publish books in print, electronic, or audio form.

Does the above coverage describe this firm's business activity?

0001

1 ☐ Yes – Continue with Item 32 ☐ No – Specify your business activity and continue with Item 3 ➔

0002

Item 2 NOT APPLICABLE TO THIS FORM**Item 3 REPORT PERIOD**

Mark (X) the one box which best describes the period covered by your report.

0006

1 ☐ Calendar year – Go to Item 4A

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

2 ☐ Fiscal year3 ☐ Less than 12 months } ➔**From****To****2002**

Month	Day	Year
0007		
0008		

Item 4A SOURCES OF REVENUE — Report net selling value after discounts and allowances. Exclude freight charges and excise taxes. An estimate is acceptable if a book figure is not available. Do not combine data for two or more detail lines. Enter "0" in items where applicable. Exclude intracompany transfers. Line 1 – Print books – Report revenue from the sale of publications produced on paper (i.e., books published in print form). Line 2 – Internet books – Report revenue from the sale of publications which are not produced as defined in Line 1 or Line 3, but are downloaded from an online source such as the Internet. Exclude revenue from the sale of audio books and CD-ROM books. Line 3 – Other media books – Report revenue from the sale of publications which are not defined in Line 1 or Line 2, but are books produced and sold on solid media, including but not limited to CD-ROMs, audio cassettes, microfilms, and diskettes. Line 4 – Sale or licensing of rights to content – Report revenue from selling or licensing the right to reproduce all or part of a work of intellectual property for an agreed period of time. This includes the right to reproduce or adapt to another format, medium, language or territory. Exclude outright sale of rights in perpetuity. Line 5 – Contract printing services – Report revenue from printing publications of any type for others. Examples include books, magazines, pamphlets, posters, and calendars. Line 6 – Fulfillment services (third party distributors of merchandise on a contract basis) – Report revenue from third party distribution services done under contract which normally includes warehousing, shipping, billing and collection of money. Here the party does no marketing. Line 8 – Publishing services for others – Report revenue from publishing of books, journals, etc., for others (including self-publishing authors) who maintain copyright and editorial control. Vanity book publishing is included as well as technical services related to publishing such as editing, proofreading, content development, research and writing, and word processing. The services may be bundled or separate. Include printing and distribution services provided in combination with activities listed above. Exclude graphic design services.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th colspan="5" style="text-align: center;">2002</th> </tr> <tr> <th style="width: 15%;">Bil.</th> <th style="width: 15%;">Mil.</th> <th style="width: 15%;">Thou.</th> <th style="width: 15%;">Dol.</th> <th style="width: 40%;"></th> </tr> <tr> <td style="text-align: center;">636</td> <td></td> <td></td> <td></td> <td>1. Books – Print</td> </tr> <tr> <td style="text-align: center;">640</td> <td></td> <td></td> <td></td> <td>2. Books – Internet</td> </tr> <tr> <td style="text-align: center;">1134</td> <td></td> <td></td> <td></td> <td>3. Books – Other media (exclude print and Internet)</td> </tr> <tr> <td style="text-align: center;">639</td> <td></td> <td></td> <td></td> <td>4. Sale or licensing of rights to content</td> </tr> <tr> <td style="text-align: center;">604</td> <td></td> <td></td> <td></td> <td>5. Contract printing services</td> </tr> <tr> <td style="text-align: center;">1160</td> <td></td> <td></td> <td></td> <td>6. Fulfillment services (third party distributors of merchandise on a contract basis)</td> </tr> <tr> <td style="text-align: center;">1231</td> <td></td> <td></td> <td></td> <td>7. Rental or sale of mailing lists</td> </tr> <tr> <td style="text-align: center;">1224</td> <td></td> <td></td> <td></td> <td>8. Publishing services for others</td> </tr> <tr> <td style="text-align: center;">749</td> <td></td> <td></td> <td></td> <td>9. Other services revenue – <i>Specify</i> ↗</td> </tr> <tr> <td style="text-align: center;">1163</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">002</td> <td></td> <td></td> <td></td> <td>10. TOTAL REVENUE</td> </tr> </table>	2002					Bil.	Mil.	Thou.	Dol.		636				1. Books – Print	640				2. Books – Internet	1134				3. Books – Other media (exclude print and Internet)	639				4. Sale or licensing of rights to content	604				5. Contract printing services	1160				6. Fulfillment services (third party distributors of merchandise on a contract basis)	1231				7. Rental or sale of mailing lists	1224				8. Publishing services for others	749				9. Other services revenue – <i>Specify</i> ↗	1163					002				10. TOTAL REVENUE
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Item 4B E-COMMERCE RECEIPTS/REVENUE Report sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the General Instructions sheet for further clarification before completing this item. An estimate is acceptable if a book figure is not available.															
1. Did your firm have e-commerce receipts/revenue during 2002? <div style="display: flex; align-items: center; margin-top: 5px;"> <div style="border: 1px solid black; padding: 2px 5px; margin-right: 5px;">0011</div> <div> <input type="checkbox"/> Yes — Enter the date your firm began e-commerce sales. _____ <input type="checkbox"/> No — Continue to Item 4C. </div> </div>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Month (i.e., June=06)</td> <td style="width: 50%;">Year (i.e., 2002=02)</td> </tr> <tr> <td style="height: 30px;"></td> <td></td> </tr> </table>	Month (i.e., June=06)	Year (i.e., 2002=02)												
Month (i.e., June=06)	Year (i.e., 2002=02)														
2. What were your firm's e-commerce receipts/revenue for 2002? (Include e-commerce receipts/revenue in Item 4A. Exclude sales taxes.) _____	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th rowspan="2" style="width: 10%;">Key code</th> <th colspan="4" style="text-align: center;">2002</th> </tr> <tr> <th style="width: 15%;">Bil.</th> <th style="width: 15%;">Mil.</th> <th style="width: 15%;">Thou.</th> <th style="width: 15%;">Dol.</th> </tr> <tr> <td style="text-align: center;">005</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	Key code	2002				Bil.	Mil.	Thou.	Dol.	005				
Key code	2002														
	Bil.	Mil.	Thou.	Dol.											
005															

Item 4C PURCHASED PRINTING EXPENSES An estimate is acceptable if a book figure is not available. Report cost of purchased printing. _____	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th rowspan="2" style="width: 10%;">Key code</th> <th colspan="4" style="text-align: center;">2002</th> </tr> <tr> <th style="width: 15%;">Bil.</th> <th style="width: 15%;">Mil.</th> <th style="width: 15%;">Thou.</th> <th style="width: 15%;">Dol.</th> </tr> <tr> <td style="text-align: center;">620</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>	Key code	2002				Bil.	Mil.	Thou.	Dol.	620				
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620															

Item 4D**PERCENTAGE BREAKDOWN OF PRINT, INTERNET AND OTHER MEDIA BOOK REVENUE BY TYPE OF BOOK**

An estimate is acceptable if a book figure is not available.

1. What was the percentage of print, internet, and other media book revenue by type of book for 2002?

Line 1a – Textbooks – Report revenue from books primarily used as educational material for students and teachers in formal study programs: at the elementary (including pre-school) and high school levels; and at the post-secondary level, i.e., colleges and universities. These books generally contain knowledge summaries and/or practice questions with the text. Include workbooks, teachers' manuals and resource materials, reference books done specifically for the educational system, as well as interactive materials. **Exclude** standardized tests.

Line 1b – Children's books – Report revenue from books published for children and young adults (up to age 15) including picture books, children's reference books, and educational books not intended for use in the classroom. Examples are fiction and non-fiction books, bundled book-and-toy kits, and talking books. **Exclude** coloring books and activity books.

Line 1c – General reference books – Report revenue from books published primarily for general reference purposes and aimed at the public at large, e.g. dictionaries, encyclopedias, thesauruses, and atlases. **Exclude** reference books for the educational system and specialized reference books.

Line 1d – Professional, technical, and scholarly books – Report revenue from specialized books containing research, advanced knowledge, and/or information aimed at the academic and research community, or used by individuals in the practice of specific occupations or professions, e.g. lawyers, doctors, electricians, accountants, business, or computer professionals. Include specialized reference books.

Line 1e – Adult trade books – Report revenue from books of general interest published for consumption by the adult public at large. Include literary fiction and non-fiction; poetry and drama; religious books, bibles and hymnals; non-fiction such as history, political, biographies, home and garden, how-to books, cook books, travel guides; etc.

a. Textbooks

b. Children's books

c. General reference books

d. Professional, technical and scholarly books

e. Adult trade books

f. Other books

TOTAL

Percent revenue from sales of printed books

Percent revenue from sale of Internet books

Percent revenue from sale of other media books, including CD-Rom, audio cassette, etc.

1198

1204

1210

%

%

%

1199

1205

1211

%

%

%

1200

1206

1212

%

%

%

1201

1207

1213

%

%

%

1202

1208

1214

%

%

%

1203

1209

1215

%

%

%

100%**100%****100%****Item 4E****EXPORTS**

An estimate is acceptable if a book figure is not available.

Note — An export is a tangible or intangible product (e.g., good, license agreement, reproduction right service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include revenue from sales of printed materials, electronic or non-printed materials, publication rights and audio books to foreign customers. Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included.

Exclude products provided to domestic subsidiaries of foreign firms.

Did the total revenue reported in Item 4A include any amounts received for exported services or products?

0009 1 ☐ Yes
2 ☐ No

Key code

2002

Bil. Mil. Thou. Dol.

004**Item 4F****INVENTORIES AT END OF YEAR (DECEMBER 31, 2002)**

An estimate is acceptable if a book figure is not available.

Report inventories at cost or market value using generally accepted accounting methods.

a. Finished goods and work-in-process

b. Materials, supplies, fuel, etc.

c. **TOTAL** inventories

Key code

2002

Bil. Mil. Thou. Dol.

621**622****623**

Item 5		NUMBER OF LOCATIONS				2002 Number									
						0012									
Enter the total number of service locations covered by this report as of December 31, 2002. →															
Item 6		OWNERSHIP OR CONTROL													
a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company? <div style="border: 1px solid black; padding: 2px; width: fit-content;">0013</div> 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No		0014 Name of owning or controlling company													
		Number and street													
		City, State, and ZIP Code													
		<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;">EIN →</div> <div style="width: 35%; text-align: center;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">0015</div> <table border="1" style="border-collapse: collapse; width: 100%;"> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> </table> </div> </div>													
b. Did this firm acquire or merge with another company during 2002? <div style="border: 1px solid black; padding: 2px; width: fit-content;">0016</div> 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No		0017 Name of company acquired or merged with													
		Number and street													
		City, State, and ZIP Code													
		<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;">Date of merger or acquisition →</div> <div style="width: 15%; text-align: center;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">0018</div> Month </div> <div style="width: 15%; text-align: center;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">0019</div> Year </div> <div style="width: 35%; text-align: center;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">EIN →</div> <table border="1" style="border-collapse: collapse; width: 100%;"> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> </table> </div> </div>													
Item 7		REMARKS – Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.													
0027															
Public reporting burden for this collection of information is estimated to average 1.0 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, Room 3110, FB 3, U.S. Census Bureau, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.															
Item 8		CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.													
0020 Name of person completing this report – <i>Please print</i>		0021 Address (Number and street, city, State, ZIP Code)		0022 Telephone											
				Area code	Number	Extension									
Signature of authorized person				0023 Fax											
				Area code	Number	Extension									
0024 Title		0025 Date		0026 E-mail address											
Please return the completed form in the enclosed envelope. If you prefer, you may fax the completed form to 1-800-447-4613.															

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

**U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001**

or call our Census Bureau representative in Jeffersonville, Indiana at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE,
ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. **Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.**

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Intracompany transfers.
- Contributions, gift, grants, income from interest, rental of real estate, and dividends.

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.